

Title (en)
METHOD AND APPARATUS FOR GAMING PROMOTIONAL PRINTER

Title (de)
VERFAHREN UND VORRICHTUNG FÜR EINEN SPIEL-WERBUNGSDRUCKER

Title (fr)
PROCEDE ET APPAREIL POUR IMPRIMANTE PUBLICITAIRE DE JEU

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Application
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Abstract (en)
[origin: US2005038704A1] A method and apparatus for a promotional printer for use within a cashless enabled gaming machine or vending machine are disclosed. A promotional printer includes a coupon database describing a stack of coupons that are specified using a template based couponing printer language. A coupon is selected for creation and issued to a user or player based on a matrix of event-based triggers involving factors or parameters known to the promotional printer directly or supplied by a master promotional controller. Triggers may include the time of day, the date or amount of a cash-out voucher to be issued to the user or player, the duration of play on a gaming machine, a player classification, the amount of money or credits added to a game, or a random frequency of coupon issuance having satisfied any or all of the aforementioned factors. The promotional printer may further include the ability to store all of the coupons, trigger conditions, and related information resident in the promotional printer in a non-volatile fashion thus enabling a host system to download a promotional environment into the promotional printer which will run promotional campaigns on behalf of the hosting system.

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